

Chamberlin-Johnson-DuBose Co. Atlanta-New York-Pair Chamberlin-Johnson-DuBose Co.

Today Is the Day of What We May Term "The IDEAL" January Sale of Muslin Underwear

*With Thousands of Garments Prettier By Far Than the Same Prices
Brought in Former Seasons, This Sale Offers Wonderful Opportunities*

We would like very much to put this advertisement in the form of a certified document.

We've some facts, some big, fine facts, to tell that we have not been able to tell before. And the facts have money value for those who take them in and act.

We say this is the Ideal January White Sale. It is, to an extent we've never attained.

Greater Varieties **Neater Workmanship**
Finer Materials **More Attractive Styles**
Lower Prices **Daintier Laces and Embroideries**

These are the component parts that make the sale what we claim for it.

How it was all managed and brought to the state of completeness that you will find today is the story of the building of a big merchandise event that dates back into the very early Fall. It was then that we got the first taste of the kind of January Sale we could hold this year—and we liked it.

Several makers were suffering from a severe case of "waritis."

The eloquence of a good big order swayed their prices. This was the start—a sort of "feeler," so to speak.



Then we went ahead. Other stores, it seemed, were not going into the January White Sale with the same determination; the clouds of depression were heavy. So much the more reason for us to do a really bigger and finer thing than ever! We will pass over the intervening months of preparation. Now for the accumulative effect of all our efforts.

Here is the sale!

The ideal sale in the fine history of Chamberlin-Johnson-DuBose Company White Sales.

We ask women to see with their own eyes what the prices below stand for; to feel with their own fingers what the materials really are; to compare in their own minds the styles. Then they will appreciate what a genuine service such a sale is to a community.

For if one has for any reason resolved to practice economy, one cannot afford to overlook this event.

It means economy to buy now, and, what is better, it means lovely, beautiful garments to choose from.

Corset Covers

- At 19c—Eight styles, embroidery and lace trimmed, all with felled seams.
At 39c—Ten styles, French and German Valenciennes lace, Swiss embroideries.
At 49c—Upwards of forty styles, one of the most remarkable displays in the sale.
At 79c to \$3.50—A notable collection, trimmed front and back. Aero cloth medallions are used a great deal.

Drawers

- At 19c—Six styles, lace, embroidery, hem-stitched and cluster tucks.
At 25c—Four styles; the materials will prove a revelation for drawers at this price.
At 39c—Seventeen styles, nainsook and muslin, flat and semi-circular.
At 49c—Thirty-five styles, German and French Valenciennes laces, Swiss embroideries and medallions.
At 69c to \$1.25—Dainty, sheer nainsooks, beautifully, exquisitely trimmed.

Gowns

- At 49c—Fourteen styles, wonderful values, high and V necks, long and short sleeves.
At 69c—Six styles, with Valenciennes laces and embroidery insertions.
At 75c—Eight styles, low and round neck, high necks. Note, please, the materials!
At 89c—Fifteen styles, sheer nainsooks and sturdy muslin and silky crepes—many with shadow laces.
At 98c—Full forty styles; the quality of the laces and the materials must impress a woman—and the variety.
At \$1.19—Ten styles, one prettier than the other; several showing yokes of Van Dyke point embroidery.
At \$1.25—A half a hundred styles! What fine choosing this means!
At \$1.49—Twenty-five styles. Values supreme. The fabrics are sheer and the workmanship scrupulously fine; the styles varied to catch the fancy of all femininity.

Combinations

- Consisting of drawers and corset covers.
At 98c—Six styles, laces and embroidery insertions.
At \$1.25—Four styles.
At \$1.49—Six styles, corset covers, trimmed front and back.
At \$2.25 and upwards—The beautiful La Greque garments, finished with linen and German Valenciennes laces.

Petticoats

- At 98c—The new full skirts—eight-inch Swiss embroidery flounces, also German Valenciennes laces.
At \$1.25—Petticoats of muslin and nainsook, with flounces of sheerest materials.
At \$1.98 to \$7.50—Petticoats with net flounces of extraordinarily sheer embroideries and dainty laces and ribbons. Proof of the kind of sale this is.

Teddy Bears

- At 69c—One style, and a wonderful value; lace trimmed at yoke and bottom.
At 75c—Five styles, all so fashioned that they form a skirt—laces, embroideries as trimmings.
At 89c—Three styles, trimmed at the yoke and bottom.
At 98c—Twelve styles, variously trimmed; some with medallions on the side of the skirt.
At \$1.25—Eight styles, lacy, dainty, beautiful.
At \$1.49 to \$3.50—The very sheer nainsooks, with aero cloth medallions, Japanese and Dresden embroideries.

BRIDAL SETS

We shall show sets entirely new in style, and that will be seen only at this store. Exquisitely dainty and beautiful, and at prices far below real worth. Three-piece sets and six-piece sets. Priced from \$9 to \$25.

The Infinite Variety In This IDEAL SALE

It must impress a woman.

The hundreds of different garments.

If she does not like this one, here is one she will like. If this gown has not enough lace on it, here is one that seems all lace. If this corset cover has no peplum, here is one that has.

Choose, choose, choose, the garments that one likes best.

The varieties are far greater than in any January Sale. Perhaps because things were so much prettier we could not resist them—but bother with the because, the fact remains here are greater numbers of most attractive garments for the women of Atlanta.

Given—A Firm Resolution to Economize

Let's see how we should look upon such a sale as this.

In the first place, the very bigness of our purchases brought prices down.

Again, we cannot recall the time that we bought muslin underwear under quite such favorable conditions. The market was right for the merchant with confidence in his public and in his own ability to dispose of large quantities of worthy merchandise.

We bought to splendid advantage. And now so may you.

It is distinctly a time to save by spending. Things you will need cost less right now.



The Note of Daintiness That Distinguishes This Sale

Like a soft, sweet motif of a beautiful piece of music, the note of daintiness pervades this sale.

We see it in the inexpensive garments, we see it in the most elaborate—womanly daintiness in materials, in laces, in embroideries, in ribbons, in workmanship—the seams are felled, the button-holes are even, the pearl buttons without blemish.

What woman can resist daintiness in muslin underwear?—and women know the usual cost of daintiness. It is acquired by painstaking care and exactness.

That is one of the things that is going to impress women with the fact that things are inexpensive here.

This Is Not a Sale of—

cheap muslin underwear. It is anything but that. It is not even wholly a sale of inexpensive muslin underwear. Unusual attention has been given to the higher-priced garments, the finer things, for the good reason that unusual savings were possible.

All of which should be a source of satisfaction to women who require such garments, in spite of the fact that so many stores seem to have forgotten it.

Chamberlin-Johnson-DuBose Co.

SITUATION WANTED—Female

SPECIAL rates for situations wanted
ad: 3 lines one time, 10 cents; 3
times, 15 cents. To get these rates,
ad must be paid in advance and
delivered at The Constitution Office.

WANTED—In Atlanta or elsewhere, per-
manent or temporary work by first-class
secretary. Phone Decatur 374. M.
Johnston.

REFINED woman wants position as home
keeper or companion; suburbs preferred.
Call Decatur 11. "Candida."

GRADUATE nurse wants cases; maternal
cases preferred. Terms reasonable.
Phone Decatur 129.

EXPERIENCED stenographer desires position. We
leave the city. Reasonable salary. Call
Decatur 111.

4162 or Sino., Box G-112, Constitution.
REFINED woman desires position as g
erness. Can give good reference. Addre
G-96, Constitution.

The entire fine fixtures of
Charles W. Crankshaw
Jeweler, 16 Whitehall St.
will be sold at 2-30.

will be sold at 2:30 p. m. today, on the premises. These are the finest fixtures made, and appraised at \$10,000; made in solid

at \$6,000; made in solid mahogany, and consists of fine wall cases, cut glass mirror case, 9 counter counter cases, 2 horseshoe

cabinet cases, 2 horseshoe
cases, 4 large, fine safe
with steel chests, Howard
Regulator, tables, desk
cabinets, 2 typewriters

cabinets, 2 typewriters
cash register, electric
chandelier, mirrors and
all other goods on the
premises.

JAMES R. RAGAN,
Trustee.

THE SOUTHERN AUCTION AND SALES
COMPANY, at 90 South Pryor, will
buy or sell your furniture, household goods

OF DIANO. Phone-Bell, Main 2204.

EDUCATIONAL

PROF. J. A. CAMPOAMO
TEACHER OF SPANISH. COMMERCIAL
TRANSLATIONS SOLICITED. (FURNISHING)
CAREFUL STUDYING. THIS

CASTLEBURY, REFERENCES FURNIS
ED. IVY 6684-J.

MRS. CRAWLEY'S Select School will op
January 4; two new teachers; everyth
up-to-date. 154 Peoples st. West 1426

GERMAN, FRENCH, PIANO, VOICE E
PERIENCED TEACHER DESIRES P
PILS. IVY 1647-L.

PHRENOLOGISTS.
MLLE. VALAIRE
 PHRENOLOGIST; recommendations of
 best advertiser; private parlors, Room
 6 and 7, 1004, Whitehall street.
TEST READING

MADAME BOSWELL
ENGLAND'S greatest phrenologist; past, present and future revealed. Special readings. Sec. Courtland and Auburn Ave.

PROFESSIONAL CARDS
P. H. Brewster, Albert Howell, J.
Hugh M. Dorsey, Arthur Heyman.
Dorsey, Brewster, Howell & Heyman.
Attorneys-at-Law.
Offices: 202, 204, 206, 208, 207, 208, 2
Kiser Building, Atlanta, Ga.
Long Distance Telephone 3623, 2074

LEGAL NOTICES

described blow, will sell for cash at public auction from its warehouse in the city of Atlanta on the 12th day of January, 1915, at 11 o'clock a. m., the following property: Two square pianos, shipped by Charles H. Egan, Macon, Ga., to T. C. Erwin, Atlanta, Ga.; also one piano, one organ, one piano trunk and one ladder, shipped by same party; also four square pianos shipped by same party.

After advertising once a week for four weeks in this paper same will be sold to satisfy charges due the carrier and all expenses incident to said sale. The balance to be held for the benefit of whoever may be concerned. This, the 19th day of December, 1914.

CENTRAL OF GEORGIA RAILWAY COMPANY. By O. M. Ezell, Agent.

AUTOMOBILES
FOR SALE.
FOR SALE—1912 Cadillac roadster, in ti
top condition; self-starter, electric light
fully equipped; two extra demountable rix
with tires; must be seen to be appreciate
Phone 145 5792-J.

AUTOMOBILE—1916 model, C-25, Buick five-passenger, electric lights and starter, Delco system, brand-new, run 100 miles just as came from factory; won in contest and will sell cheap for cash; no trade. Box 532, Colbert, Ga.

FOR SALE—Automobile cheap for cash. One Haynes model 21 (1913) touring car.

Electric lighted, no starter; been run 7,400 miles; good condition. Can be seen at 515 Spring street, or phone Ivy 119.

ONE 1913 Cadillac touring car and one 1914 Cadillac touring car. The Atlantic Cadillac Company, 228 Peachtree street, Ivy 2323.

FOR SALE—Immediately, beautiful Over-

FIVE-PASSENGER HUDSON, model 3 Delco system electric lights; start cheap for cash. 18-A W. Baker. Ivy 293

WANTED.
A BEAUTIFUL lot, 100x200, opposite Brook
haven Club, for \$2,500 gasoline cur
line condition. Address E-167, care Cons

SUPPLIES—ACCESSORIES.
AUTO OWNERS.
Tires and Tubes.

WHY PAY EXORBITANT PRICES?
LOOK.
ALL NEW, FRESH STOCK.
COMPARE THESE PRICES

	Tires.	Red Tubes
Box2	\$7.61	\$1.8
Box14	10.74	2.8

2x2 1/2	10.89
2x3 1/2	11.64
2x4	14.79
2x6	15.83

OTHER SIZES IN PROPORTION.

Automobile Tire Co.,
E. T. Schenck, Mgr.

234 Peachtree Street, Atlanta, Ga.
Phone Ivy 4680.

AUTO SPRINGS

THE famous Vulcan Springs to fit all standard cars.

SOUTHERN DORRIS GARAGE.
Bell Phone, Main 1538; Atlanta 945.

**AUTOMOBILES
REPAINTED**
Tops re-covered and repaired. Wheels, axles and springs repaired. High-grade work at reasonable prices.
**JOHN M. SMITH COMPANY,
128-122 124 AUBURN AVENUE.**

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F. C. SKINNER,
SPECIALIZING ON HONEST WORK.
233 EDGEWOOD, IVY 1402.
ATLANTA RADIATOR CO.
AUTOMOBILE RADIATOR WORK exclusive
Ivily. - Bell Ivy 7424. 76 Ivy street.

E. H. ODOM BROS.
HAVE your automobile repaired the right
way. 78 Ivy street.
AUTO PARTS, brass beds, silverware, metal
goods repaired and made new. Simmons
Tailoring Works, 125 South Pryor. Main 1147

CAST-OFF CLOTHING
 ROP a card: we'll bring cash for shoes and clothing. The Vestlars 155 Denham

